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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE IN ALBERTA, 1941.
(Preliminary Report)

Retail merchandise sales in Alberta totalled \$214,748,200 through 8,758 stores in 1941 according to preliminary results of the Census of Merchandising and Service Establishments. This work formed part of the Decennial Census of 1941 and is the second complete survey of retail trade to be taken in Canada. The previous census of trading establishments related to the year 1930, when retail sales in Alberta amounted to \$176,537,100. Dollar volume of retail business was thus 22 per cent higher in 1941 than in the earlier period.

The scope of the 1941 Census of Merchandising varied slightly from that of 1930, figures for the earlier year including certain minor types of business not included in the regular tables of the 1941 Census. Exclusion of figures for these types from the totals for both years reveals an increase of 11 per cent in number of stores but leaves the 22 per cent increase in dollar sales unchanged.

Included in the total figures for 1941 were 2,195 stores classified broadly as belonging to the food group and including those types of retail outlets such as confectionery stores, grocery stores, meat markets, etc., which deal chiefly although not exclusively in food products. These stores had sales of \$33,246,000 in 1941, an increase of 14 per cent over the corresponding figure for 1930.

Comparisons between the two years for individual kind-of-business classifications are distorted in some instances by changes in definition and methods of classification. They are also affected by changes in the nature of the business transacted by certain stores, changes which may occur suddenly or may develop gradually and may require the transference of the stores in question from one kind-of-business classification to another. Changes in number of stores and value of sales between the two census periods for individual lines of business, as shown in the accompanying tables, must be interpreted in the light of these considerations.

The food group of stores is comprised of 16 detailed types. Included in this group were 1,031 grocery stores with sales of \$14,842,100 in 1941, an increase of 25 per cent over the \$11,906,200 business transacted by 713 grocery stores in 1930. These figures must not be confused with the total sale of grocery products. The sales figures just quoted relate to the total volume of business of stores dealing chiefly in grocery products and classified for census purposes as grocery stores. They do not include the value of grocery sales made by stores assigned to other kind-of-business classifications.

The increase for combination stores (stores selling both grocery and meat products) exceeded that for straight grocery stores. There were 203 of these stores of the combination grocery and meat market type in 1941 and they had sales of \$8,653,400, a gain of 72 per cent over the volume of business transacted by 185 such stores in 1930. On the other hand, there was a decline in both number and business of straight meat markets. There were 367 such stores in 1941 with sales of \$5,134,800, down 19 per cent from the \$6,313,600 sales of 418 stores in 1930. Total sales for grocery stores, combination stores and meat markets together were \$28,630,300 in 1941, an increase of 23 per cent over the corresponding figure for 1930.

There were 1,351 stores classified as country general stores in Alberta in 1941 and these had sales of \$25,248,000, a decline of 11 per cent below the volume of business transacted by 1,192 country general stores in 1930. Country general stores are defined as stores selling a general line of merchandise and located in places of less than 2,000 population. Food products are usually sold in these stores but if the sale of such products amounts to as much as 80 per cent of the total business, the store is classified as a grocery store rather than a country general store.



Sales of stores in the general merchandise group totalled \$28,297,600 in 1941, up 19 per cent from 1930. This figure includes the sales made by department stores, general merchandise stores and variety stores, and it also includes the business transacted by mail-order houses and offices. In this connection, it should be noted that the Census of Merchandising is taken on an establishment basis, a separate report being required for each established place of business. Thus mail-order sales are assigned to the city or town in which a mail-order house or office is located rather than being spread over the wider territory from which that business was drawn.

There were 1,368 establishments engaged in some branch of the automotive trade and, therefore, assigned to the automotive group of stores. These had sales of \$42,858,600 in 1941, up 38 per cent over the business transacted by 1,107 establishments in 1930. Included in the totals for 1941 were 307 motor vehicle dealers with \$29,581,900 sales, an increase of 32 per cent over the corresponding figure for 1930. There were 714 filling stations in 1941 with \$8,754,700 sales, up 95 per cent from the \$4,495,500 sales reported by 387 filling stations in 1930. There were also 284 establishments classified as merchandising garages in 1941, and these had total receipts of \$3,448,200, down 2 per cent from the corresponding figure for the earlier period. The garages included here are establishments combining repairs with the sale of gas, oil, accessories and equipment and where receipts from repairs and other services amounted to less than one-half the total annual business. When revenue was reported as being derived chiefly from repairs and services the establishment was assigned to the service section of the Census rather than to the merchandising.

The apparel group included 545 stores with sales of \$13,566,400 in 1941, a gain of 22 per cent over 1930. This group is divided into four main categories: men's specialty shops, women's specialty shops, stores combining the sale of both men's and women's clothing and shoe stores. There were 216 stores specializing in the sale of men's wear and these had sales of \$3,947,200 in 1941, down 3 per cent from 1930. Women's specialty stores numbered 207 in 1941 and had sales of \$4,370,300, a gain of 11 per cent over the earlier period. Family clothing stores increased from 51 stores with \$1,695,800 sales in 1930 to 77 stores with \$3,745,700 sales in 1941. Stores specializing in the sale of shoes numbered 45 in 1941 with \$1,503,200 sales, up 9 per cent in dollar volume over the business done by 69 such stores in 1930.

There were 677 establishments in the building materials group in 1941 and these had sales of \$17,698,300, up 14 per cent over the volume of business transacted by 765 establishments in 1930. Hardware stores and lumber yards form the two most important classifications in this group. Hardware store sales totalled \$7,457,000 in 1941, practically on a par with the volume of business transacted by this type of retail outlet in 1930. There were 287 establishments classified as lumber and building material dealers in 1941 and these had sales of \$9,338,000 up 27 per cent over the business carried on by 379 establishments in 1930. These figures relate only to retail place of business where manufacturing operations are not carried on. They do not include the business done by sawmills, planing mills, or sash and door factories whose operations are included in the annual Census of Industry rather than in the Census of Merchandising and Service Establishments.

Stores dealing chiefly in furniture, musical instruments or household appliances numbered 189 in 1941 with sales of \$6,274,100, an increase of 18 per cent over the \$5,337,500 sales made by 153 stores in 1930. Conforming with the results in other provinces, a marked increase over 1930 was recorded in the restaurant group. There were 701 establishments in this group in 1941 with sales of \$9,790,500, up 63 per cent in volume of business over the earlier Census year.

Other important lines of business for which figures are shown in the accompanying tables include drug stores of which there were 313 with \$5,912,000 sales in 1941, up 13 per cent over the corresponding figures for 1930. Jewellery stores numbered 94 in 1941 with sales of \$1,874,100 compared with 93 stores and \$1,367,200 sales in 1930. There were 153 tobacco stores in 1941 with sales of \$1,699,000 and 43 government liquor stores with \$13,098,200 sales.

Chain Stores

The proportion of the total retail trade of Alberta which was transacted by chains was slightly higher in 1941 than in 1930. There were 590 units of chain companies in the province in 1941 with sales of \$40,579,700 or 18.9 per cent of the total sales of all stores including both chains and independents. In 1930 there were 675 chain units with \$25,664,400 sales, an amount which formed 14.5 per cent of the total retail trade for that year.

The chain figures shown in this report relate to all firms having four or more retail outlets with the exception of department stores and mail-order houses. All department stores and mail-order houses are classified for Census purposes as independents irrespective of the number of units operated by any one firm; The chain figures relate to corporate chains only; voluntary chains in which the individual stores are independently owned but are grouped for buying or advertising purposes are classified as independents rather as chains.

Line lumber companies having four or more retail yards are included in the chain figures. There were 193 yards classified as chains in 1941 and these had sales of \$5,721,100 or 61.3 per cent of the total sales for this kind of business. In 1930 there were 301 chain units in this field with \$5,308,600 sales or 72.3 per cent of the total for that year. In the food retailing field there were 90 units of grocery or combination store chains and these had sales of \$7,693,800 in 1941 or 32.7 per cent of the total sales of all grocery and combination stores. In 1930 the corresponding ratio was 29.8 per cent. Provincial government liquor stores are classified as chains for census purposes. The overall increase in ratio of chain to total sales in the Province of Alberta may be attributed in large degree to the increase in liquor store sales from \$4,677,900 in 1930 to \$13,098,200 in 1941. On excluding government liquor store sales from both chain and total figures, the ratio of chain to total sales is reduced to 12.2 per cent for 1930 and 13.6 per cent for 1941.

Scope of Report

This report is one of a series presenting preliminary results of the Census of Merchandising and Service Establishments, 1941. This Census was taken by mail, the mailing list for the purpose having been prepared by the population census enumerators who were instructed to list the names and addresses of all business firms in their respective enumeration areas in June, 1941. Specially prepared schedules were mailed early in 1942 to all firms thus listed on which to report their business operations for the calendar year 1941 or the fiscal year conforming most closely with that period.

This report covers only the salient features of retail merchandising establishments and shows the number of stores, value of sales, annual payroll and year-end inventory for stores classified by kind of business. Figures are shown in detail for the province as a whole and for the cities of Calgary and Edmonton. Figures in lesser detail are shown for each census division and for each incorporated place of 1,000 population or over. The operations of those types of service establishments coming within the scope of the Census will be shown in a later report. A report on the wholesale trade will also be published. More detailed reports covering other phases of the retail trade are in course of preparation.

Supplementary Reports

The results summarized in the preceding sections relate to regular established places of retail business. In addition, reports were received from a large number of persons who either had no established place of business or else did not devote their full time to retail trading. The chief types of business covered by these supplementary reports include agents for men's or women's garments, fruit and vegetable peddlers, agents for spices and pharmaceuticals, farm implement agencies carried by farmers and agents for commercial fertilizers. There were 486 such persons from whom reports were received and their sales for 1941 totalled \$728,400.

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Table 1. ALBERTA--Retail Merchandise Trade, by Kinds of Business
Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941

(n.c.) indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES	8,592	8,758	\$ 176,537,100	\$ 214,748,200	+ 21.6	\$ 17,907,600	\$ 36,295,600
Total, Comparable Stores (1)	7,478	8,310	170,154,000	207,720,900	+ 22.1	17,592,800	35,463,600
Food Group	2,153	2,195	29,137,600	33,246,000	+ 14.1	1,720,100	2,853,500
Bakery products stores (2)	57	33	432,200	192,800		29,300	15,300
Candy and confectionery stores --							
Candy, nut stores	5	3	65,900	60,400		6,100	5,400
Confectionery stores	468	436	3,666,400	3,106,500		210,500	254,900
Dairy products dealers --							
Dairy products stores (3)	1	33	3,000	202,100		15,300	6,000
Eggs and poultry stores	2	3	700	5,100		100	200
Milk dealers (n.c.) (4)	184	8	680,900	32,500		2,200	100
Fruit and vegetable stores	49	65	286,700	865,800		31,800	57,700
Grocery stores (without fresh meats)	713	1,031	11,906,200	14,342,100	+ 24.7	600,300	1,759,300
Combination stores (groceries and meats)	185	203	5,037,400	8,653,400	+ 71.8	464,100	558,500
Meat markets (including sea foods) --							
Meat markets	418	367	6,313,600	5,134,800	- 18.7	344,800	189,100
Fish markets	7	6	212,200	109,100		12,200	3,100
Other food stores --							
Caterers	-	2					
Coffee, tea and spice stores	1	3					
Delicatessen stores	6	-	532,400	41,400		3,400	3,900
Food stores with non-food departments	10	1					
Other food stores	47	1					
Country General Stores	1,192	1,351	28,226,500	25,248,000	- 10.6	1,124,300	6,784,800
General Merchandise Group	101	118	23,728,900	28,297,600	+ 19.2	3,272,300	5,406,600
Mail-order houses and offices	-	12					
Department stores	10	10	23,728,900	28,297,600	+ 19.2	3,272,300	5,406,600
General merchandise and dry goods stores	77	60					
Variety stores	14	36					
Automotive Group	1,107	1,368	31,066,300	42,858,600	+ 38.0	3,695,200	4,383,600
Motor vehicle dealers --							
Automobile dealers	236	211	19,174,800	21,381,000		2,013,100	2,225,000
Automobile dealers with wholesale car depts. ...		14		5,285,900		467,500	642,100
Automobile dealers with farm implements	82	63	3,014,800	2,303,900	+ 32.2	148,700	341,000
Used car dealers	10	19	190,000	611,100		38,600	82,000
Accessory, tire and battery shops	34	61	633,900	1,023,500		118,400	120,900
Garages	355	284	3,515,700	3,448,200	- 1.9	355,800	361,900
Filling stations	387	714	4,495,500	8,754,700	+ 94.7	549,400	597,200
Other automotive establishments	3	2	41,600	50,300		3,700	13,500
Apparel Group	489	545	11,087,700	13,566,400	+ 22.4	1,342,300	4,094,900
Men's and boys' clothing and furnishings stores --							
Men's clothing or clothing and furnishings stores	102	111	2,703,400	2,762,700		248,200	1,160,100
Men's furnishings stores	29	16	528,100	475,100	- 3.2	36,200	172,900
Men's hat stores	6	5	99,400	170,300		27,700	43,300
Custom tailors and made-to-measure clothing	96	84	748,100	539,100		65,000	86,700
Family clothing stores	51	77	1,695,800	3,745,700	+120.9	346,100	1,290,300
Women's apparel and accessories stores --							
Women's ready-to-wear stores	72	134	3,216,700	3,533,100		357,800	727,800
Hosiery, lingerie and accessories stores	10	12	168,500	104,300		7,400	28,600
Millinery stores	36	21	195,000	205,900	+ 11.2	26,600	19,900
Furriers--fur shops	13	16	326,000	399,300		39,700	87,800
Infants' and children's wear stores	2	6	20,200	104,300		8,400	43,500
Other women's apparel stores	3	18	2,800	23,400		1,200	1,800
Shoe stores --							
Men's shoe stores	1	4	2,800	72,000		7,100	39,900
Women's shoe stores	4	7	143,900	194,200	+ 8.6	22,400	66,300
Family shoe stores	64	34	1,237,000	1,237,000		148,500	326,000

(1) Figures for milk dealers, farm implement dealers and grain elevators excluded. See footnotes referring to these classifications.

(2) Exclusive of manufacturing bakeries. Retail sales of manufacturing bakeries were reported at \$1,281,300 for 1941.

(3) Exclusive of manufacturing dairies. Retail sales of manufacturing dairies were reported at \$ 2,878,000 in 1941.

(4) Figures for 1930 include producer distributors of milk. Such distributors are not included in the 1941 Census.

Table 1. ALBERTA--Retail Merchandise Trade, by Kinds of Business--(Cont'd)
Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.
An (n.c.) indicates that figures for 1930 and 1941 are not comparable, due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
Building Materials Group	765	677	\$ 15,590,100	\$ 17,693,300	+ 13.5	\$ 1,644,900	\$ 5,376,500
Hardware stores --							
Hardware stores	273	288	6,160,000	6,341,000	- 0.6	497,600	2,333,700
Hardware and farm implements	59	39	1,341,900	1,116,000		54,900	323,100
Lumber and building material dealers --							
Lumber and building materials	184	227	3,962,700	8,009,400	+ 27.3	813,100	2,064,400
Lumber and building materials, coal and wood ..	195	60	3,375,000	1,328,600		114,400	464,500
Other building materials	5	4	227,100	69,700		21,300	4,100
Electrical supply stores	11	28	100,600	299,000		41,800	73,600
Heating and plumbing equipment dealers	28	17	216,000	132,300		16,800	30,000
Paint, glass and wallpaper stores	10	14	206,800	402,300		85,000	83,100
Furniture--Household--Radio Group	153	189	5,337,500	6,274,100	+ 17.5	863,700	1,400,300
Furniture stores --							
Furniture stores	40	63	2,309,600	3,570,900		358,000	785,000
Furniture and undertaker	11	7	142,000	118,000		8,000	37,500
Household appliance or radio dealers --							
Household appliance stores	26	37	857,000	1,225,200		314,700	256,100
Household appliance stores with radios	25	17	421,700	704,600		96,200	73,100
Radio and music stores --							
Radio specialty stores	15	37	1,359,400	348,300		41,600	90,900
Radio and music stores	3	4					
Piano and music stores	17	5					
Other home furnishings and appliance stores --							
Antique shops	1	3	247,800	307,100		45,200	155,700
China, glassware, kitchenware	7	6					
Floor coverings, curtains, interior decorations	3	6					
Pictures and picture framing stores	5	4					
Other home furnishings stores	-	-					
Restaurant Group	483	701	5,996,400	9,790,500	+ 63.3	1,660,300	399,900
Restaurants, cafeterias and other eating places ...							
Eating places with other merchandise	483	373	5,996,400	6,417,300		1,252,700	199,900
Refreshment booths and stands		316		3,315,700		399,000	199,300
		12		57,500		8,600	700
Other Retail Stores	2,026	1,478	25,602,600	36,908,700	+ 44.2	2,536,300	5,305,900
Farm implement dealers (n.c.) (5)	635	440	5,101,900	6,994,800		312,600	831,900
Feed stores --							
Feed stores (flour, feed, grain and seed)	36	27	704,100	431,100		28,900	56,200
Farmers' supply stores	16	31	587,000	1,303,300		83,200	285,600
Grain elevators (retail feed and coal)(n.c.)(6).	295	-	600,300	-		-	-
Harness shops	57	18	243,400	64,900		4,000	30,100
Book and stationery stores	13	17	603,900	553,200		78,400	205,200
Coal and wood yards (ice dealers) --							
Coal and wood yards (including ice)	81	59	889,600	831,000	+ 3.8	149,100	18,100
Ice dealers	10	13	134,100	231,300		96,500	12,200
Drug stores --							
Drug stores without soda fountain or lunches ..	289	258	5,243,600	4,176,100	+ 12.7	399,000	1,375,900
Drug stores with soda fountain or lunches		55		1,735,900		181,500	426,800
Florists	24	23	506,100	484,700		122,000	75,100
Gift, novelty and souvenir shops	17	28	79,900	154,100		11,900	63,400
Camera and photographic supply stores	2	5	(x)	126,100		11,700	24,300
Jewellery stores	93	94	1,367,200	1,874,100	+ 37.1	229,100	689,800
Luggage and leather goods stores	4	8	124,800	200,600		43,200	50,800
Musical instrument stores--(without radios or pianos)	8	4	75,500	30,400		2,400	11,200
Newsdealers	16	12	379,700	82,700		7,900	1,700
Newsdealers and smallwares	5	5	232,400	33,000		1,900	6,200
Office, store and school furniture equipment & supplies --							
Office, store and school furniture equipment and supplies	14	11	498,700	300,000		39,900	83,400
Office and store appliance dealers	24	19	590,400	816,200		180,000	123,800
Opticians and optometrists	27	34	232,600	447,200		97,100	55,300
Sporting goods stores --							
Bicycle specialty shops	8	10	53,800	143,200		12,800	30,800
Other specialty shops	-	1	-	12,000		1,000	3,000
Sporting goods stores	8	9	222,800	141,400		14,100	41,100
Scientific and medical instruments	1	-	(x)	-		-	-
Tobacco stores and stands	102	153	1,119,400	1,699,000	+ 51.8	99,700	178,600
Government liquor stores	34	43	4,677,900	13,093,200	+180.0	247,200	362,900
Unclassified kinds of business	207	101	1,225,400	944,200		81,200	253,500
Second-Hand Group	123	136	763,500	860,000	+ 12.6	48,200	289,600

(5) Figures for 1930 include farmer agents. Figures for 1941 include only agents having established places of business.
(6) Figures for 1930 include the retail business transacted by line elevators. These elevators and their retail sales are not included in the figures shown for 1941. Retail sales of line elevators amounted to \$1,340,564 in 1941.

Table 2. ALBERTA--Retail Merchandise Trade, by Types of Operation
Comparison of Stores and Sales for 1930 and 1941

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
			\$	\$		
TOTAL, ALL STORES	8,592	8,758	176,537,100	214,748,200	100.0	100.0
Independent Stores	7,917	8,168	150,872,700	174,168,500	85.5	81.1
Chain Stores	675	590	25,664,400	40,579,700	14.5	18.9
Grocery and Combination Stores	898	1,234	16,943,600	23,495,500	100.0	100.0
Independent stores	807	1,144	11,895,900	15,801,700	70.2	67.3
Chain stores	91	90	5,047,700	7,693,800	29.8	32.7
Country General Stores	1,192	1,351	28,226,500	25,248,000	100.0	100.0
Independent stores	1,173	1,339	27,554,900	24,893,200	97.6	98.6
Chain stores	19	12	671,600	354,800	2.4	1.4
Hardware Stores	(a)	327	(a)	7,457,000	(a)	100.0
Independent stores	(a)	299	(a)	6,491,500	(a)	87.1
Chain stores	(a)	28	(a)	965,500	(a)	12.9
Lumber and Building Material Dealers	379	287	7,337,700	9,338,000	100.0	100.0
Independent stores	78	94	2,029,100	3,616,900	27.7	38.7
Chain stores	301	193	5,308,600	5,721,100	72.3	61.3
Household Appliance and Radio Dealers	(a)	100	(a)	2,278,100	(a)	100.0
Independent stores	(a)	79	(a)	1,250,800	(a)	54.9
Chain stores	(a)	21	(a)	1,027,300	(a)	45.1
Restaurants	457	689	5,767,100	9,733,000	100.0	100.0
Independent stores	444	664	5,150,800	9,124,700	89.3	93.8
Chain stores	13	25	616,300	608,300	10.7	6.2
Drug Stores	289	313	5,243,600	5,912,000	100.0	100.0
Independent stores	270	294	4,363,200	5,105,000	83.2	86.3
Chain stores	19	19	880,400	807,000	16.8	13.7
<u>CALGARY (1)</u>						
TOTAL, ALL STORES	1,136	1,152	43,389,800	52,249,900	100.0	100.0
Independent Stores	1,013	1,035	34,948,300	39,095,700	80.5	74.8
Chain Stores	123	117	8,441,500	13,154,200	19.5	25.2
<u>EDMONTON (1)</u>						
TOTAL, ALL STORES	1,054	1,094	37,555,900	49,023,000	100.0	100.0
Independent Stores	977	1,001	32,019,700	37,415,500	85.3	76.3
Chain Stores	77	93	5,536,200	11,607,500	14.7	23.7

(a) Distribution of stores and sales between chains and independents not available.

(1) Included in provincial figures shown above.

Table 3. ALBERTA--Summary of Retail Merchandise Trade, by Census Divisions and Incorporated Places of 1,000 Population and Over

Comparison of Stores and Sales for 1930 and 1941

Census Division and Locality	Population		Number of Stores		Net Sales		
	1931	1941	1930	1941	1930	1941	Per cent Change
TOTAL, ALBERTA	731,605	796,169	8,592	8,758	\$ 176,537,100	\$ 214,743,200	+ 21.6
Division No. 1	28,849	29,595	397	343	7,617,200	8,798,100	+ 15.5
Medicine Hat	10,300	10,571	152	150	4,532,500	6,487,900	+ 43.1
Taber	1,279	1,331	35	34	663,100	610,200	- 8.0
Division No. 2	57,186	58,563	767	676	17,253,000	20,497,700	+ 18.8
Blairmore	1,629	1,731	37	23	748,800	1,852,600	+147.4
Cardston	1,572	1,864	46	49	918,300	988,900	+ 7.7
Claresholm	1,156	1,265	45	31	1,057,700	910,000	- 14.0
Coleman	1,704	1,870	45	36	572,800	977,800	+ 70.7
Lethbridge	13,489	14,612	211	221	8,482,300	10,430,200	+ 23.0
MacLeod	1,447	1,912	47	45	1,043,400	1,126,900	+ 8.0
Magrath	1,224	1,207	21	19	426,400	400,200	- 6.1
Raymond	1,849	2,089	26	26	572,300	681,200	+ 19.0
Division No. 3	15,066	15,518	179	184	2,354,900	2,788,500	+ 18.4
Redcliffe	1,192	1,111	13	16	136,500	182,300	+ 33.6
Division No. 4	29,067	29,383	444	390	6,615,900	5,815,700	- 12.1
High River	1,459	1,430	50	44	1,138,000	1,170,400	+ 2.8
Division No. 5	26,651	18,926	328	215	3,575,000	3,055,900	- 14.5
Hanna	1,490	1,622	36	37	764,300	908,400	+ 18.9
Division No. 6	140,624	146,990	1,876	1,846	54,053,200	64,850,000	+ 20.0
Calgary	83,761	88,904	1,136	1,152	43,389,800	52,249,900	+ 20.4
Drumheller	2,987	2,748	78	75	2,205,600	2,858,700	+ 29.6
Olds	1,056	1,337	42	48	977,700	1,116,700	+ 14.2
Division No. 7	38,106	33,285	484	423	6,538,700	5,956,700	- 8.9
Division No. 8	61,016	67,630	762	756	12,148,700	17,820,000	+ 46.7
Camrose	2,258	2,598	54	51	1,487,800	2,171,800	+ 46.0
Innisfail	1,024	1,223	46	40	798,500	1,103,100	+ 38.1
Lacombe	1,259	1,603	39	52	992,100	1,747,700	+ 76.2
Ponoka	-	1,306	(a)	45	(a)	1,045,200	-
Red Deer	2,344	2,924	74	66	1,983,500	4,246,700	+114.1
Stettler	1,219	1,295	43	45	811,900	1,246,100	+ 53.5
Wetaskiwin	2,125	2,318	63	69	1,123,300	2,156,200	+ 92.0
Division No. 9	24,503	32,232	195	297	3,186,800	4,783,100	+ 50.1
Division No. 10	58,049	58,807	587	605	7,131,700	7,717,600	+ 8.2
Vegreville	1,659	1,696	55	49	1,012,800	1,208,100	+ 19.3
Vermilion	1,270	1,408	42	40	964,600	1,071,800	+ 11.1
Division No. 11	126,832	149,193	1,416	1,529	41,957,100	54,047,300	+ 28.8
Edmonton	79,197	93,817	1,054	1,094	37,555,900	49,023,000	+ 30.5
Division No. 12	13,815	17,431	137	172	1,789,800	2,418,400	+ 35.1
Edson	1,547	1,499	40	37	681,800	867,700	+ 27.3
Division No. 13	24,936	33,172	200	749	1,816,600	8,307,300	+357.3
St. Paul	-	1,018	(a)	38	(a)	806,500	-
Division No. 14	39,508	47,899	302	462	3,242,600	5,267,800	+ 62.3
Division No. 15	13,664	17,484	139	175	1,515,100	2,147,400	+ 41.7
Division No. 16	27,945	30,349	346	315	5,401,600	4,893,800	- 9.4
Grand Prairie	1,464	1,724	56	55	1,543,300	1,831,200	+ 18.7
Division No. 17	5,788	9,712	33	83	339,200	850,700	+150.8

(a) Comparable figures for 1930 are not available

Table 4. ALBERTA--Retail Merchandise Trade by Census Divisions
and Incorporated Places of 1,000 Population and Over, 1941

Number of Stores and Value of Sales, by Kind of Business Groups and for Selected Kinds of Business

(Sales shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Census Division and Locality	KIND-OF-BUSINESS GROUPS													
	All Stores TOTAL		Food Group		Country General Stores		General Merchan- dise Group		Automotive Group		Apparel Group		Building Materials Group	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
1. TOTAL, ALBERTA	8,758	\$ 214,748	2,195	\$ 33,246	1,351	\$ 25,248	118	\$ 28,298	1,368	\$ 42,859	545	\$ 13,566	677	\$ 17,698
2. Division No. 1	343	8,798	81	1,638	37	504	7	726	66	2,126	29	718	30	926
3. Medicine Hat	150	6,488	39	1,189	-	-	5	(x)	20	1,572	27	682	5	601
4. Taber	34	610	7	166	1	(x)	-	-	7	130	1	(x)	8	104
5. Remainder of Division	159	1,700	35	283	36	(x)	2	(x)	39	425	1	(x)	17	221
6. Division No. 2	676	20,498	195	3,580	39	1,353	11	1,565	105	4,406	69	2,259	51	1,733
7. Blairmore	23	1,853	7	82	-	-	2	(x)	3	327	-	-	2	(x)
8. Cardston	49	989	11	290	-	-	-	-	8	246	6	146	8	193
9. Clatsesholm	31	910	9	242	2	(x)	-	-	6	224	4	72	2	(x)
10. Coleman	36	978	15	356	-	-	1	(x)	3	242	5	104	3	96
11. Lethbridge	221	10,430	53	1,424	-	-	5	451	27	2,456	45	1,844	12	852
12. MacLeod	45	1,127	11	250	1	(x)	2	(x)	6	112	3	33	4	140
13. Magrath	19	400	4	47	1	(x)	-	-	4	62	-	-	3	56
14. Raymond	26	681	7	171	-	-	-	-	4	69	2	(x)	-	-
15. Remainder of Division	226	3,130	78	716	35	912	1	(x)	44	668	4	(x)	17	303
16. Division No. 3	184	2,789	32	325	42	950	2	(x)	35	664	4	30	24	350
17. Redcliffe	16	182	5	92	1	(x)	-	-	3	16	2	(x)	1	(x)
18. Remainder of Division	168	2,606	27	233	41	(x)	2	(x)	32	648	2	(x)	23	(x)
19. Division No. 4	390	5,816	88	1,198	56	1,140	4	90	73	1,339	21	162	39	767
20. High River	44	1,170	8	224	1	(x)	3	(x)	6	301	4	58	4	101
21. Remainder of Division	346	4,645	80	974	55	(x)	1	(x)	67	1,038	17	103	35	666
22. Division No. 5	215	3,056	50	518	53	1,063	-	-	31	691	3	(x)	16	224
23. Hanna	37	908	8	191	3	171	-	-	7	255	2	(x)	2	(x)
24. Remainder of Division	178	2,148	42	328	50	892	-	-	24	435	1	(x)	14	(x)
25. Division No. 6	1,846	64,850	549	11,215	87	2,064	34	10,674	305	13,452	180	5,441	101	4,002
26. Calgary	1,152	52,250	411	9,101	-	-	27	10,338	150	10,389	144	4,880	40	2,767
27. Drumheller	75	2,859	13	485	-	-	4	300	13	628	12	324	6	192
28. Olds	48	1,117	6	66	3	198	1	(x)	11	293	3	22	6	142
29. Remainder of Division	571	8,625	119	1,563	84	1,867	2	(x)	131	2,142	21	216	49	901
30. Division No. 7	423	5,957	81	939	77	1,687	1	(x)	82	1,468	19	102	60	911
31. Division No. 8	756	17,820	134	2,565	101	2,142	25	1,744	140	4,053	40	697	90	2,064
32. Camrose	51	2,172	4	347	-	-	4	272	11	489	7	129	8	241
33. Innisfail	40	1,103	6	158	2	(x)	2	(x)	6	152	2	(x)	8	150
34. Lacombe	52	1,748	9	403	2	(x)	1	(x)	10	390	4	87	7	142
35. Ponoka	45	1,045	7	187	1	(x)	2	(x)	6	278	7	67	4	100
36. Red Deer	66	4,247	10	484	-	-	5	810	11	1,119	4	166	6	485
37. Stettler	45	1,246	11	271	1	(x)	1	(x)	9	355	5	82	3	94
38. Wetaskiwin	69	2,156	9	216	-	-	8	529	9	529	5	(x)	4	141
39. Remainder of Division	388	4,103	78	500	95	1,633	2	(x)	78	741	6	41	50	711
40. Division No. 9	297	4,783	60	514	76	2,064	-	-	50	717	13	(x)	25	518
41. Division No. 10	605	7,718	138	1,114	134	2,099	3	18	88	1,482	15	101	66	1,208
42. Vegreville	49	1,208	12	194	5	215	1	(x)	7	298	3	(x)	4	130
43. Vermilion	40	1,072	5	103	3	306	-	-	9	153	2	(x)	5	210
44. Remainder of Division	516	5,438	121	817	126	1,579	2	(x)	72	1,031	10	56	57	868
45. Division No. 11	1,529	54,047	488	7,711	118	1,785	23	13,267	213	9,425	115	3,712	85	3,643
46. Edmonton	1,094	49,023	380	7,053	-	-	23	13,267	141	8,359	106	3,648	54	3,013
47. Remainder of Division	435	5,024	108	658	118	1,785	-	-	72	1,065	9	64	31	630
48. Division No. 12	172	2,418	37	416	56	1,026	2	(x)	23	340	10	47	12	158
49. Edson	37	868	5	87	3	101	-	-	4	217	6	43	5	84
50. Remainder of Division	135	1,551	32	329	53	926	2	(x)	19	123	4	4	7	75
51. Division No. 13	749	8,307	171	728	287	4,474	3	14	86	1,268	11	37	38	590
52. St. Paul	38	307	5	18	7	398	-	-	6	108	4	(x)	3	40
53. Remainder of Division	249	2,233	63	229	93	1,524	-	-	31	216	1	(x)	9	126
54. Division No. 14	462	5,268	103	481	187	2,752	3	14	49	944	6	16	26	424
55. Division No. 15	175	2,147	30	172	64	891	2	(x)	24	(x)	5	26	6	(x)
56. Division No. 16	315	4,894	56	596	89	1,663	1	(x)	45	1,100	11	113	33	459
57. Grand Prairie	55	1,831	7	162	3	207	1	(x)	9	564	6	81	6	160
58. Remainder of Division	260	3,063	49	434	86	1,457	-	-	36	536	5	32	27	299
59. Division No. 17	83	851	5	17	35	343	-	-	2	(x)	-	-	1	(x)

Table 4. ALBERTA--Retail Merchandise Trade by Census Divisions
and Incorporated Places of 1,000 Population and Over, 1941

Number of Stores and Value of Sales, by Kind of Business Groups and for Selected Kinds of Business

(Sales shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

INDIVIDUAL KINDS OF BUSINESS (Included also in Group Totals)																
Furniture Household-Radio Group		Restaurant Group		Other Retail Stores Group		Grocery and Combination Stores		Motor Vehicle Dealers		Filling Stations		Garages		Drug Stores		
Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
189	\$ 6,274	701	\$ 2,791	1,614	\$ 37,769	1,234	\$ 23,496	307	\$ 29,582	714	\$ 8,755	284	\$ 3,448	313	\$ 5,912	1.
8	307	25	507	60	1,346	60	1,396	12	1,411	38	575	12	128	12	248	2.
7	(x)	14	397	33	1,091	26	1,010	8	1,359	7	143	4	66	6	181	3.
1	(x)	4	50	5	81	3	112	1	(x)	3	87	2	(x)	2	(x)	4.
-	-	7	59	22	175	31	275	3	(x)	28	345	6	(x)	4	(x)	5.
18	1,097	59	908	129	3,598	111	2,625	26	3,252	56	848	15	198	25	581	6.
1	(x)	3	48	5	316	5	65	2	(x)	1	(x)	-	-	1	(x)	7.
2	(x)	3	(x)	11	76	8	219	3	204	4	27	1	(x)	1	(x)	8.
-	-	3	49	5	138	3	115	4	163	2	(x)	-	-	2	(x)	9.
1	(x)	3	23	5	122	12	326	1	(x)	-	-	2	(x)	2	(x)	10.
12	1,062	21	517	46	1,825	27	1,033	10	2,009	8	304	3	49	7	262	11.
-	-	7	126	11	289	2	(x)	-	-	4	83	2	(x)	2	(x)	12.
-	-	1	(x)	6	56	1	(x)	1	(x)	2	(x)	1	(x)	1	(x)	13.
-	-	3	(x)	10	374	2	(x)	1	(x)	3	27	-	-	1	(x)	14.
2	(x)	15	85	30	402	51	588	4	286	32	322	6	(x)	8	100	15.
3	(x)	18	167	24	256	15	226	8	464	18	143	9	57	8	79	16.
-	-	2	(x)	2	14	1	(x)	-	-	2	(x)	1	(x)	1	(x)	17.
3	(x)	16	(x)	22	242	14	(x)	8	464	16	(x)	8	(x)	7	(x)	18.
6	33	35	294	68	794	53	905	15	641	39	536	15	125	20	222	19.
2	(x)	7	97	9	255	6	158	5	281	1	(x)	-	-	3	59	20.
4	(x)	28	197	59	529	47	747	10	359	38	(x)	15	125	17	165	21.
2	(x)	19	138	41	370	29	374	14	567	12	100	3	16	6	69	22.
1	(x)	3	69	11	149	2	(x)	6	227	1	(x)	-	-	2	(x)	23.
1	(x)	16	69	30	221	27	(x)	8	341	11	(x)	3	16	4	(x)	24.
56	2,502	165	3,389	369	12,110	271	7,747	59	9,581	175	2,640	51	820	66	622	25.
41	2,296	102	2,653	237	9,826	205	6,334	23	7,717	90	1,778	23	543	40	173	26.
5	96	6	170	16	663	6	(x)	5	476	3	73	1	(x)	4	(x)	27.
2	(x)	6	73	10	302	1	(x)	3	186	7	92	1	(x)	2	(x)	28.
8	(x)	51	492	106	1,318	59	1,073	28	1,202	75	697	26	235	20	310	29.
3	(x)	27	206	73	620	39	602	25	929	39	372	15	142	19	215	30.
19	224	68	638	139	3,493	60	1,891	32	2,966	78	736	24	267	32	694	31.
-	-	4	103	13	593	3	345	3	378	6	82	2	(x)	3	91	32.
1	(x)	4	49	9	364	3	119	3	112	-	-	2	(x)	2	(x)	33.
4	53	4	92	11	414	6	322	5	361	2	(x)	1	(x)	2	(x)	34.
2	(x)	5	81	11	195	3	127	2	(x)	3	(x)	1	(x)	2	(x)	35.
5	84	8	252	17	845	6	334	5	1,000	5	76	-	-	3	224	36.
1	(x)	3	37	11	216	6	211	4	285	3	64	1	(x)	3	55	37.
2	(x)	10	93	22	550	5	147	5	440	3	69	1	(x)	4	72	38.
4	(x)	30	132	45	317	28	287	5	(x)	56	400	16	159	13	95	39.
2	(x)	31	210	40	680	29	237	9	347	26	188	14	176	11	215	40.
11	111	25	245	125	1,340	74	675	23	735	35	320	28	389	19	215	41.
4	67	4	52	9	226	6	(x)	3	(x)	3	31	1	(x)	2	(x)	42.
2	(x)	4	73	10	176	2	(x)	1	(x)	7	94	1	(x)	2	(x)	43.
5	(x)	17	120	106	938	66	491	19	453	25	195	26	346	15	125	44.
34	1,815	138	2,320	315	10,372	303	5,455	39	6,510	123	1,771	39	800	56	339	45.
30	1,799	114	2,222	246	9,663	244	5,026	24	5,902	84	1,486	22	633	45	1,210	46.
4	15	24	98	69	709	59	429	15	609	39	285	17	167	11	128	47.
1	(x)	12	48	19	358	24	316	7	273	11	36	5	31	4	46	48.
-	-	4	30	10	307	2	(x)	4	217	-	-	-	-	2	(x)	49.
1	(x)	8	19	9	51	22	(x)	3	56	11	36	5	31	2	(x)	50.
15	60	35	222	103	915	107	459	19	797	35	283	32	188	18	175	51.
1	(x)	4	45	8	175	2	(x)	1	(x)	3	40	2	(x)	1	(x)	52.
5	(x)	12	44	35	282	43	(x)	3	(x)	17	102	11	(x)	4	(x)	53.
9	46	19	133	60	457	62	291	15	686	15	141	19	116	13	124	54.
4	19	15	91	25	403	22	140	3	231	13	(x)	8	(x)	6	(x)	55.
7	(x)	23	173	50	693	34	441	16	878	15	152	13	67	9	110	56.
3	(x)	6	115	14	448	2	(x)	4	517	2	(x)	2	(x)	4	48	57.
4	2	17	58	36	245	32	(x)	12	361	13	(x)	11	(x)	5	62	58.
-	-	6	35	34	422	3	6	-	-	1	(x)	1	(x)	2	(x)	59.

Table 5. CALGARY--Retail Merchandise Trade, by Kinds of Business
Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941

(Group totals may include figures for classifications for which separate figures are not shown)

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES	1,136	1,152	\$ 43,389,800	\$ 52,249,900	+ 20.4	\$ 5,455,400	\$ 7,157,200
Food Group	473	411	7,969,600	9,100,500	+ 14.2	520,200	607,900
Candy and confectionery stores	96	76	1,154,800	904,500		71,300	58,200
Fruit and vegetable stores	39	45	225,400	482,800		17,500	30,700
Grocery stores (without fresh meat)	163	179	3,284,200	3,669,300	+ 11.7	175,500	361,800
Combination stores (groceries and meats)	27	26	1,087,700	2,664,500	+145.0	148,800	131,900
Meat markets (including sea foods)	75	70	1,442,200	1,245,000	- 13.7	98,700	21,600
General Merchandise Group	28	27	9,469,700	10,337,500	+ 9.2	1,246,600	1,877,900
Automotive Group	125	150	8,409,500	10,388,800	+ 23.5	1,061,300	882,700
Motor vehicle dealers	24	23	6,132,300	7,716,800	+ 25.8	788,300	762,800
Accessory, tire and battery shops	9	13	374,600	348,900		37,600	30,800
Garages	25	23	448,000	543,200	+ 21.3	80,100	23,700
Filling stations	67	90	1,454,600	1,777,500	+ 22.2	154,700	62,900
Apparel Group	130	144	4,543,800	4,879,900	+ 7.4	524,400	1,326,600
Men's and boys' clothing and furnishings	65	63	1,546,500	1,615,800	+ 4.5	151,100	550,900
Family clothing stores	6	5	380,900	591,000	+ 55.2	65,300	201,500
Women's apparel and accessories stores	37	62	1,918,400	1,771,800	- 7.6	190,500	363,100
Shoe stores	22	14	698,000	901,300	+ 29.1	117,500	211,100
Building Materials Group	38	40	1,893,100	2,767,300	+ 46.2	320,900	492,400
Hardware stores	18	14	830,900	375,700		29,800	96,900
Lumber and building material dealers	10	10	891,000	2,008,200		207,600	321,200
Furniture--Household--Radio Group	44	41	2,569,500	2,296,100	- 10.6	348,600	485,400
Furniture stores	11	15	984,900	1,240,200		146,400	310,400
Household appliance or radio dealers	26	18	1,476,900	950,500		186,900	128,900
Restaurant Group	58	102	1,559,200	2,653,400	+ 70.2	568,800	53,600
Other Retail Stores	195	206	6,716,000	9,561,500	+ 42.4	853,600	1,329,800
Coal and wood yards (ice dealers)	9	12	124,800	234,000	+ 87.3	54,300	6,900
Wool stores	33	40	1,064,400	1,173,400	+ 10.2	155,000	321,900
Laundries	8	8	282,200	287,700		93,300	58,300
Jewellery stores	11	16	534,500	784,700	+ 46.8	115,500	282,100
Tobacco stores and stands	32	47	560,400	706,000	+ 26.0	44,700	68,000
Second-Hand Group	40	31	259,400	264,900	+ 2.1	11,000	100,900

Table 6. EDMONTON--Retail Merchandise Trade, by Kinds of Business

Comparison of Stores and Sales, 1930 and 1941, Payroll and Inventory, 1941

(Group totals may include figures for classifications for which separate figures are not shown)

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES	1,054	1,094	\$ 37,555,900	\$ 49,023,000	+ 30.5	\$ 5,242,900	\$ 6,942,700
Food Group	397	380	6,429,500	7,052,700	+ 9.7	371,800	418,200
Candy and confectionery stores	84	72	640,700	730,100		64,900	48,200
Fruit and vegetable stores	6	13	43,000	273,800		12,300	14,100
Grocery stores (without fresh meat)	162	193	2,878,300	2,642,400	- 8.2	91,000	220,900
Combination stores (groceries and meats) ..	49	51	1,456,700	2,383,900	+ 63.7	121,800	110,600
Meat markets (including sea foods)	47	40	1,079,300	943,500	- 12.6	67,300	14,500
General Merchandise Group	29	23	10,752,100	13,266,600	+ 23.4	1,559,300	2,481,800
Automotive Group	119	141	5,759,600	8,359,100	+ 45.1	884,000	711,700
Motor vehicle dealers	17	24	2,838,600	5,901,600	+ 53.7	642,800	541,600
Accessory, tire and battery shops	8	10	109,000	290,500		41,200	48,000
Garages	24	22	732,100	633,400	- 13.5	96,200	62,000
Filling stations	67	84	1,037,300	1,485,700	+ 43.2	100,700	49,100
Apparel Group	105	106	2,670,000	3,647,800	+ 36.6	449,500	956,700
Men's and boys' clothing and furnishings stores	50	42	1,075,300	918,400	- 14.6	127,400	319,000
Family clothing stores	6	14	162,000	1,092,600		126,200	353,200
Women's apparel and accessories stores ..	33	39	1,160,200	1,285,600	+ 10.8	158,400	160,000
Shoe stores	16	11	272,500	351,200	+ 28.9	37,500	124,500
Building Materials Group	61	54	1,957,900	3,013,000	+ 53.9	396,700	691,800
Hardware stores	21	23	752,800	1,216,200		134,400	331,800
Lumber and building material dealers	17	20	981,200	1,600,400		233,400	290,000
Furniture--Household--Radio Group ...	28	30	1,837,900	1,799,300	- 2.1	307,700	437,000
Furniture stores	5	7	947,500	959,200		125,300	205,100
Household appliance or radio dealers	17	18	756,500	726,700		159,100	160,000
Restaurant Group	74	114	1,723,800	2,221,500	+ 28.9	446,300	60,400
Other Retail Stores	199	206	6,053,800	9,234,700	+ 52.5	800,500	1,050,300
Coal and wood yards (ice dealers)	15	10	489,700	593,400	+ 21.2	154,200	2,700
Drug stores	39	45	1,045,000	1,210,200	+ 15.8	136,700	290,600
Jewellery stores	20	19	425,000	620,200	+ 45.9	85,400	217,000
Tobacco stores and stands	10	37	215,000	523,400	+143.4	35,200	66,000
Second-Hand Group	42	40	371,300	428,300	+ 15.4	27,100	134,800

